

Club B + H

~~Parliamentary Zone~~
Execution of Pack Sales
~~Monthly - Spring 1996~~

~~New York & Philadelphia~~

- ~~GMR~~ ^{Phoenix} has obtained written permission from each club to sell product on-premise.
- ~~GMR~~ ^{Phoenix} has tax identification numbers and necessary state/city permits to sell product.
- ~~GMR~~ ^{Phoenix} will purchase product directly from a local wholesaler and enter into inventory.
- ~~GMR~~ ^{Phoenix} will sell product at each promotion. Two to three persons ("Cigarette Girls") will circulate throughout the club. Each will be accompanied by a surveyor who identifies, surveys and wristbands consumers 21+ who are smokers. The surveyor will verbally convey the pack discount offer to qualified consumers. Product will also be available for purchase at the program table, located near the entrance of the club — the pack discount offer will be conveyed by a counter card on the table.
- ~~GMR~~ ^{Phoenix} At the end of each weekend, the ~~GMR~~ manager obtains a cashier's check or money order for the amount of product sold that weekend. The check is mailed to ~~GMR's~~ ^{Phoenix} Accounting Department, with a weekly sales report, where it is kept in a ~~GMR~~ safe, until program completion.
- ~~GMR~~ ^{Phoenix} At the end of the program, ~~GMR~~ reconciles remaining inventory with sales reports. PM reimburses ~~GMR~~ for the difference between actual wholesale price vs. discount price, plus sales taxes and permit fees paid by ~~GMR~~.

don't include
in price point
to advig. OK
"discount"

Boston

- This market is different from New York and Pennsylvania, however, the system we used in 1995 worked very well.
- ~~GMR cannot sell product in MA. Each club will be required to have an over-the-counter permit. GMR will hire an off-duty club employee to manage pack sales during the promotion, with oversight by the GMR manager.~~

OK as revised
DMM 5/7/96

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